

CERTIFICATE OF ELECTRONIC TRANSMISSION

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Date: January 19, 2010 Name: Scott A. Timmerman (Reg. No. 55,678) Signature: /Scott A. Timmerman/

BHGL Ref. No. 12729/38
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application:

Elliot Yasnovsky et. al.

Examiner: Namrata Boveja

Serial No.: 10/700,837

Group Art Unit: 3622

RCE Filed: January 11, 2006

Confirmation No.: 5781

Filed: November 3, 2003

For: SELF-SERVICE PLATFORM FOR
SELLING ADVERTISING

AMENDMENT AND REMARKS

Mail Stop: Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated September 17, 2009, please enter the following amendment and consider the following remarks: